

8 January 2019

Cc: [asosonline@stobbsip.com](mailto:asosonline@stobbsip.com)

**WITHOUT PREJUDICE**

Dear Sirs,

**Re: <collusion.so> - Intellectual Property Infringement against ASOS plc and ASOS.com Limited**  
**Our Clients: (1) ASOS plc (2) ASOS.com Limited ("ASOS")**  
**Our Ref: 2451/12562**

We refer to our correspondence of **8 January 2019** (herein "the Open Correspondence"). For the avoidance of doubt, this correspondence is made without prejudice to the Open Correspondence.

As noted in the Open Correspondence, ASOS cannot allow the continuation of your activities, and would be able to seek legal redress for the relevant infringements and is committed to pursuing its cause of actions where necessary. However, where possible, ASOS prefers to resolve matters amicably and commercially and is therefore willing in principle to afford you the opportunity to resolve this matter without the need for escalation through formal legal proceedings (thereby avoiding considerable time and costs being incurred unnecessarily).

If you cease your activities immediately and provide **signed undertakings** in the form **enclosed** within 7 days of the date of this letter, ASOS may be prepared to conclude matters without resorting to legal proceedings. Please sign the undertakings where indicated and return a copy to [asosonline@stobbsip.com](mailto:asosonline@stobbsip.com) and Stobbs, Building 1000, Cambridge Research Park, Cambridge, CB25 9PD, United Kingdom.

We now look forward to receipt of a signed copy of the undertakings by **15 January 2019**.

In the event that you do not agree to cease your activities immediately and provide the undertakings, ASOS reserves its right to take any further action that it sees fit without further notice to you.

Yours sincerely,



**STOBBS**  
**Enc.**

**WE THRIVE IN THE GREY, BUT TALK IN BLACK AND  
WHITE - WE CALL IT STRAIGHT-UP IP. stobbs**